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NAMA at National Marketing Competition in Kansas City

The National Agri-Marketing Association (NAMA) is comprised of over 25 chapters in six regions nationwide and has more than 3,500 professional and student members. NAMA professionals have a background in advertising, marketing, media or other areas of agribusiness. This year, members of the University of Nebraska–Lincoln chapter of the National Agri-Marketing Association (NAMA) had the chance to attend the National Marketing Competition held April 18-21 in Kansas City.

For many members, the marketing competition is the highlight of the year and they have been working hard all year in preparation. Over 30 student chapters participated in the marketing competition at the annual conference and trade show, and over 350 student members attended the conference. The marketing team spent the last several months conducting market research, writing a marketing plan and developing their presentation.

To begin the marketing process, students first decide on a product or service related to the agricultural or food industry. Students then follow the same practices and principles used by marketing professionals to develop a plan that would successfully bring the product into the marketplace. The marketing team submits a written plan prior to the competition and then gives a formal presentation of the marketing plan to a panel of judges at the competition.

The UNL student chapter had a very successful performance this year at the national competition in

Market Report	Yr Ago	4 Wks Ago	5/5/06
<u>Livestock and Products,</u>			
<u>Weekly Average</u>			
Nebraska Slaughter Steers, 35-65% Choice, Live Weight	\$90.14	\$80.37	\$78.80
Nebraska Feeder Steers, Med. & Large Frame, 550-600 lb	143.48	131.20	*
Nebraska Feeder Steers, Med. & Large Frame 750-800 lb	116.15	105.37	105.93
Choice Boxed Beef, 600-750 lb. Carcass	162.00	138.69	148.62
Western Corn Belt Base Hog Price Carcass, Negotiated	79.07	51.11	63.29
Feeder Pigs, National Direct 45 lbs, FOB	64.22	52.38	51.97
Pork Carcass Cutout, 185 lb. Carcass, 51-52% Lean	74.35	57.48	68.01
Slaughter Lambs, Ch. & Pr., 90-160 lbs., Shorn, Midwest	107.25	68.00	70.00
National Carcass Lamb Cutout, FOB	254.74	223.03	210.23
<u>Crops,</u>			
<u>Daily Spot Prices</u>			
Wheat, No. 1, H.W. Imperial, bu	2.90	3.90	4.11
Corn, No. 2, Yellow Omaha, bu	1.82	2.13	2.04
Soybeans, No. 1, Yellow Omaha, bu	6.38	5.17	5.65
Grain Sorghum, No. 2, Yellow Columbus, cwt	2.82	3.00	3.04
Oats, No. 2, Heavy Minneapolis, MN, bu	1.62	1.97	2.14
<u>Hay</u>			
Alfalfa, Large Square Bales, Good to Premium, RFV 160-185 Northeast Nebraska, ton	115.00	130.00	130.00
Alfalfa, Large Rounds, Good Platte Valley, ton	62.50	65.00	65.00
Grass Hay, Large Rounds, Good Northeast Nebraska, ton	57.50	55.00	55.00
* No market.			



Kansas City. The chapter was named Outstanding Student Chapter for the second year in a row, reaching its highest goal. UNL also won the Chapter Improvement Award in Communication, and based on the nomination by the students, the Midlands NAMA Chapter won the Outstanding Professional Chapter Award. This year's presentation team, which consisted of Bonnie Hassler, Dave Panko, Melissa Williams, Lacey Teten, Krystal Large and Janae Althouse, with Michael Hauger on computer gave an excellent marketing presentation, although the team did not advance to the semi-final round.

Two UNL students also received scholarships this year. Bonnie Hassler was awarded a \$2,500 scholarship from Broadhead and Company, and Janae Althouse received a \$1,000 scholarship from the Agribusiness Educational Foundation, a division of NAMA.

For those undergraduate students who choose to get involved, NAMA presents amazing opportunities.

Through networking with professionals in NAMA, students have the opportunity to discover the variety of career opportunities available in agri-marketing and come away with valuable personal contacts. Students also have the opportunity to improve leadership, communication and presentation skills through the organization. The UNL Student NAMA Chapter is proud of its accomplishments this year and is looking forward to another successful year.

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NAMA Presentation Team:

Left to Right: Krystal Large, Janae Althouse,
Michael Hauger, Dave Panko, Melissa
Williams, Lacy Teten, Bonnie Hassler